

Subject: Los Angeles Times Editorial Board Opposes Build Better L.A. Initiative
From: "Central City Association" <jhowland@ccala.org>
Date: 09/27/2016 11:38 AM
To: "Julia Marino" <jmarino@downtownla.com>

CCA Action Alert



ACTION ALERT

Los Angeles Times Editorial Board Opposes
Build Better L.A. Initiative (Measure JJJ)

**Help defeat
Measure JJJ**

"Measure JJJ could make L.A.'s housing crisis even worse. Vote no."

"Measure JJJ vividly illustrates why land-use planning by ballot initiative is so problematic." [Click here to read the full Los Angeles Times editorial.](#)



CCA opposes this deeply flawed initiative that deserves a NO vote. Measure JJJ's far-reaching and poorly defined regulations will increase the cost of construction of new housing.

Join us to defeat this initiative by supporting the **Coalition for
Jobs and Attainable Housing!**

Measure JJJ is on the November 8 ballot and only needs a simple majority of voters for approval. We need you to act today and provide support!

Measure JJJ will:

- Drive up rental costs
- Make homes even less affordable for first-time buyers
- Add delays and red tape to the construction of needed housing
- Increase construction costs

For more information, please contact CCA's Director of Government Relations, John Howland, at jhowland@ccala.org.

To get involved, please contact CCA's Director of Government Relations, John Howland, at jhowland@ccala.org.

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